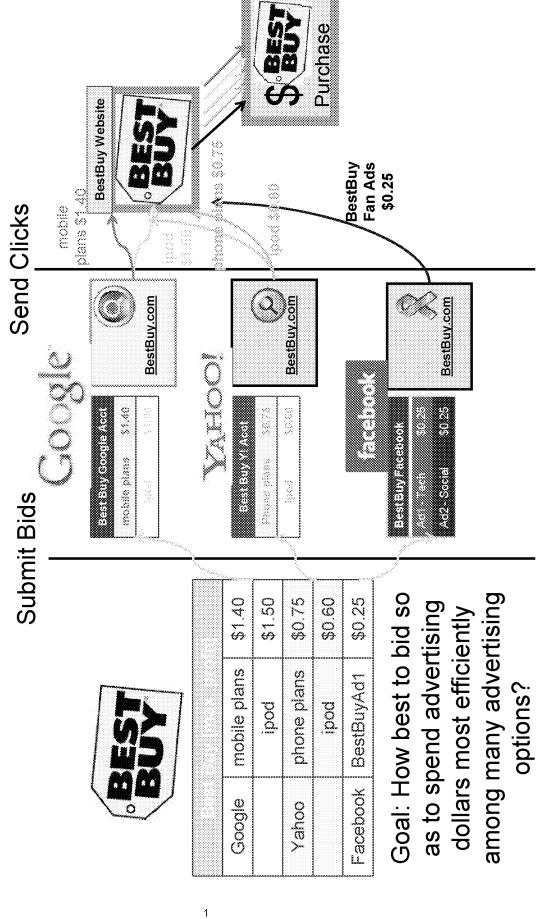
Appendix

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Attorney Docket No.: 111210-134991 Application No.: 10/773,653



APPENDIX 2

Revenue	\$2000	\$1200	\$1000	\$800	\$400
Position of the control of the contr	3.2	2.1	2.3	de de	50
Cost	\$140	\$110	\$60	\$70	018
Clicks	100	75	7.0	80	30
mpressions	10000	2000	2000	1200	12000
ğ	\$1.40	\$1.50	\$0.90	\$1.00	8
Biddable Ads	mobile plans	podi	phone plans	podi	BestBuyAdf
Marketplace	Google		Yahoo		Facebook